

# modus operandi



The Rimini Riviera for your events:  
CBRR, the facilities, the experts, the area

01/2011

## Editorial

Over the last few years Modus Operandi has always focused on us, the Rimini Riviera Convention Bureau, in an attempt to heighten awareness on what we do, how we have grown professionally and our role in the local area.

Right from our first issue we chose to illustrate with facts, or rather to give a voice to the facts and figures of events, to explain the reasons for and the dynamics of our commitment. We have therefore devoted considerable space to the conferences and conventions staged, letting images and witnesses speak for us.

Now, in our search for increasingly effective ways of keeping you up-to-date and outlining professional roles and our area's potential, we have decided to introduce a small variant, which we hope you will appreciate.

Adopting a different tone, through a metaphor to make our house organ more pleasurable to read, we have turned the case histories of some key events held here into a more light-hearted, though certainly no less serious, account. We trust it is to your liking and that it conveys not only the technical details, but also the enthusiasm that distinguishes our way of working, our search for new ideas and the pleasure we find in what we do.

The leit motif of our first new theme is cookery, a subject close to the heart of the people of Emilia-Romagna and to our local roots. But the language of cookery is universal, as it not only brings pleasure to all those who revel in speaking it, but it also provides plenty of "food for thought".

Since time immemorial, food is culture. It is closely linked to the "matter", to the ability of making, to manual skills, and to the ability of mixing ingredients skillfully to find just the right balance between flavours and colours. Culinary customs are an important cultural resource with which a sense of identity, belonging and collective memory is forged.

Through the art of preparing food, our life's experience becomes rooted in a specific historic/geographical context.

Food thus becomes memory, folklore, tradition, innovation, creativity, utilization of local resources, a form of cross-cultural exchange, and a way of getting to know others.

What better metaphor could there be?

It has been particularly stimulating for us to analyze our case histories by passing them through the "sieve" of the typical terminology used in a hotbed of ideas and activity such as the kitchen of a great restaurant. And in this way we found ourselves talking about ingredients, about teamwork round a hot stove, about preparing menus and table settings. We immediately wondered whether, in this game, you would like to become "professional tasters" and answer a few questions about the "dishes" we have served up.

The next issue of Modus Operandi will have a different theme but it will reflect this new style. We believe this format facilitates the approach to issues close to our hearts, makes reading more enjoyable and leaves a "pleasant taste" in the mouth of those who have been kind enough to share these pages with us.

## Gran cru of audio, video and lighting effects with a rich assortment of PGIs (protected geographical indications) and ingredients from all over Italy.

### Our events

## XVI CGIL National Congress (Italian General Confederation of Labour)

### Ingredients

Raw materials for 3,700 people

- 1 whole ripe convention centre
- numerous multi-purpose spaces for small tasting sessions
- external venues for exclusive get-togethers

### Main course

- mobility plan reserved for delegates, for their comfort and for their pre- and post-conference transfers

### Type of Menu

- traditional but enriched with innovative features. Quite demanding in view of the large number of diners and the raw materials that they brought with them

### Method

We will rise to any challenge, they stimulate us to do better and better and we tackle them in three distinct phases: preparation, staging and the grand finale, all, we hope, to the satisfaction of chefs and diners. We deployed our top teams to prepare a gala evening that looked daunting right from the start, due both to the large numbers and to one particular feature that certainly put us to the test: many of the ingredients were brought by the customers themselves. This situation, not new for us but definitely quite complex in this specific case, required us not only to deploy our skills but also to do our best to: harmonize the guests' constantly changing demands, requests and arrangements, integrate our culinary forces with other specialized chefs brought in by the customer and also combine our best local flavours with those brought in from outside. Quite a challenge for kitchen manager Graziana Pelligra and her assistant Martina Ciavatta; Flavio Migani of the production team, Giorgio Palladino of the technical department and catering manager Franco Rilli.

The real challenge is not about "feeding" the 3,700. We know all about serving good food: now we have to think about our guests before and after, work out a menu with new ingredients and with new recruits in the kitchen, guarantee that the guests' expectations are given the right emphasis. But one thing at a time, first of all the logistics: we started organizing well in advance, in agreement with the municipal authorities, and set up a parking and shuttle plan that would enable the visitors to leave their cars close to their hotels and get to the convention centre and back without having to worry about parking or traffic, especially at the end of a long and tiring day's proceedings. The town is glad not to have been invaded by cars, the diners are

glad to have been unencumbered and their wallets are relieved by the special rates agreed with local car park operators. Great team work, also involving the local police, and a good example of sharing and understanding problems not exclusively linked to particular interest groups but seen as "nourishment" for the whole community.

The second crucial issue was how to reconcile different cuisines, different ingredients, different chefs and how to distribute the tasks. Customers often want to contribute to preparing the menu, starting from the ingredients and going right through to bringing their own experts: our role is adapted to intervening only where necessary but keeping an eye on the overall management: this too is part of great cuisine. Another request, with absolute and binding priority: the lunch had to have media coverage and this meant providing a lot of space in the dining hall (and behind) for communication technology: television, hosting national newspapers and networks, and streaming to follow the tasting sessions live on the web.

Everything was ready: the hall, the sponsored spaces, and the four-day event commenced. Large numbers require a robust staff especially the ability to react instantly to sudden changes: the room prepared for 30 people suddenly needs to host 50, a change in the menu one hour before serving, new speeches by guests are to be included between one course and the next and one group has special "dietary" needs, to be considered in the whole flow of dishes. Great management skills, experience of mental flexibility and training for the team on how to cope with the unexpected. Did they like it? They did and to prove it we leave you with the words of the "tester": we'll do it again, perhaps even better, but we really want to do it again.

### De Gustibus

- Q. In just a couple of words: which dominant flavour marked the conference?
- A. **A good, traditional flavour: tasty, rich but very digestible.**
- Q. Full? In other words are you satisfied with the quality and quantity or would you have liked something more?
- A. **Certainly full, but I would have preferred to eat at the new**

**"restaurant", on the other side of the road: in the new venue.**

- Q. And what about the service?
- A. **Up to standard, as always, and well coordinated.**
- Q. Any particularly memorable dish?
- A. **The sets and the lighting.**
- Q. Before and after the meal: anything worth remembering?
- A. **The satisfaction, after some worries and apprehension, that everything had gone smoothly.**
- Q. And now the painful subject: the bill.
- A. **For the innkeeper the wine is always good and economical, for the customer, when the quality is excellent, the price could have been lower. But anyway, as always, an adequate quality/price ratio.**

### Closing remark

We would like to thank the XVI CGIL National Congress, (Italian General Confederation of Labour) 5-8 May 2010, for agreeing to this light-hearted but nonetheless serious account of our shared experience. Our special thanks also go to Marco di Luccio, Coordinator of CGIL Organising Dept., who volunteered to be the occasion's official "taster".





## Mixed grill of piping-hot opinions followed by an old-fashioned dessert.

### Our events

## IV Regional Congress of Emilia Romagna Labour Consultants

### Ingredients

Special cuts of the Palacongressi di Rimini  
- foyer and accreditation area

### Nutritional requests

- a relaxing buffet alongside the working area

### Chef's specials

- colour
- fresh communication slices

### Method

Our chefs are always keen to come up with interesting dishes and to rise to electrifying challenges, a shot of vitality for the whole working group. Marilena Ferraroni, conference manager, her assistant Lucia Ceddia, Nicola Bocchini and Ugo Baggia-rini of the event production team along with pro-motion manager Alessandra Fiorano are working on a menu which, in itself, is simple enough. The number of diners (500) is limited, but the menu features certain innovative aspects that are sure to enhance our experience. First of all, we are helping the customer with an external communication strategy for the event, so that the flavours and aromas waft naturally out of the conference halls and can be appreciated far and wide. From the support of our press office to ads in local newspapers, right through to a TV special dedicated to the event: the emphasis is obviously not on our own work but on the theme of the event, which thus extends its reach and manages to become a true communication tool. There is no doubt that this is a new and unusual dish, which we believe will considerably enrich our overall offering. Cooking, staging and serving are not tasks that burn themselves out within the walls of our "restaurant": we believe that our customer's investment can generate a surprising fall-out effect thanks to the creative way we handle new forms of communication and involve new people and new skills. All this is bound to have a positive impact on external locations and on the opportunities that our destination -

one of Italy's finest - can offer.

Our kitchens have always been and always will be a hotbed of ideas, never tied to standard menus but ready and willing to experiment and extend tasks and responsibilities.

Cuisine, after all, is knowledge: of people, places, opportunities and cultures.

If, while reading the list of ingredients, you have been intrigued by the "colour", then it's worth explaining the role of this visual component in the overall production. Carefully staged by our expert master chefs, the room colour changes during the course of the event to underline the day's changes of tone: this emphasizes variations in taste, highlighting aspects of the table setting that may otherwise go unnoticed.

And if what you eat is important, where and when are equally so: in fact, the close link between the working area and the buffet area, especially created to provide the uniformity essential for the proceedings, is not only practical but also marks the rhythm of the day, with breaks and moments of work, allowing for a positive atmosphere of relations and networking among the delegates. Two days spent with pleasant and interesting guests thus came to an end with the hope that they will return in the not too distant future for a larger event with all their national colleagues. And our heartfelt thanks go to our ambassador Luca Piscaglia who, with his faith in us, carefully prepared the red carpet that led numerous new friends to try the flavours we are so proud of.

### De Gustibus

- Q. In just a couple of words: which dominant flavour marked the conference?
- A. **Fresh fish served in a fine old restaurant overlooking the sea. Fresh flavours, well cooked in a slightly aged venue but with everything in its place. The taste of lobster prevailed, considering the dominant colour of the set.**
- Q. Full? In other words are you satisfied

with the quality and quantity or would you have liked something more?

- A. **Perfect quality and quantities: we left the table still with a taste of the sea on our lips. More? Nobody likes to be greedy and too much could have spoiled the perfect balance of flavours.**

Q. And what about the service?

- A. **Punctual, precise and discreet.**

Q. Any particularly memorable dish?

- A. **The shell-fish delight: lobster, scampi and shrimps. All washed down with that fabulous Trebbiano di Romagna. The view from the stage was fantastic. But so was the view from the audience.**

Q. Before and after the meal: anything worth remembering?

- A. **It all seemed very complex. Difficult flavours to be mixed and matched in the same meal. And yet it all came together flawlessly. To think that I gorged myself, in the end I felt quite light, not too full.**

Q. And now a painful subject: the bill.

- A. **Why, did we have to pay?**

### Closing remark

We would like to thank the IV Regional Congress of Emilia Romagna Labour Consultants, 18-19 June 2010, for agreeing to this light-hearted but nonetheless serious account of our shared experience. Our special thanks also go to Luca Piscaglia, Regional Chairman of the National Association of Labour Consultants, who volunteered to be the occasion's official "taster".





# Food trip, or in other words, discovering and trying local products: 11 gourmet explorers in search of authentic flavours.



Seeing, touching, smelling and remembering: four simple emotions with which to interpret an experience. And if the experience is positive, you'll want to share it and pass it on to others. Word-of-mouth becomes a basic element of promotion, which no integrated communication strategy or campaign can replace or produce to greater effect.

11 guests, pampered and challenged for three whole days with a dizzying range of flavours:

- medieval perfumes
- Renaissance dishes
- wedges of hotelier tradition
- assortment of trade fair pavilions and New Palacongressi
- typical delicacies from local villages and surrounding countryside

The eleven guests were subjected to a tight schedule of intense tasting sessions. Our intent was to offer them a menu alternating strong flavours with light digressions, to provide them with an expert team of sommeliers who would be their guides on a whirlwind tour of the range of possibilities on offer in our area.

Out of necessity therefore, this was an "away" event, with the main premises still undergoing the finishing touches; the menu therefore had to be adapted from "a seated meal" to a fancy picnic.

Since the eleven were all foreigners, Italian products had a clear advantage right from the start, also considering the appetite built up beforehand. Coralie Delaubert and Monica Petermann guided the group through sensorial experiences also thanks to their excellent language skills: from the salty taste of the Rimini Marina to the variegated flavours of the Domus Romana mosaics, from the golden proportions of the Malatesta Temple to the futuristic seashell of the New Palacongressi convention centre, from a plunge into the sea world of the Oltremare marine park to the austere castle of San Leo. Always together and each with a surprise courtesy ingredient of our tasty tour at the ready: a camera, designed to engage our guests in a photography competition. Images provide powerful and

lasting memories and looking through a lens helps to focus on details that one may like to recall at a later date. Guest chef of the discovery trip was the photographer Saro di Bartolo, a true professional ready to ensure that nobody overcooked the photos with too much light or brought excessively "raw" images to the table.

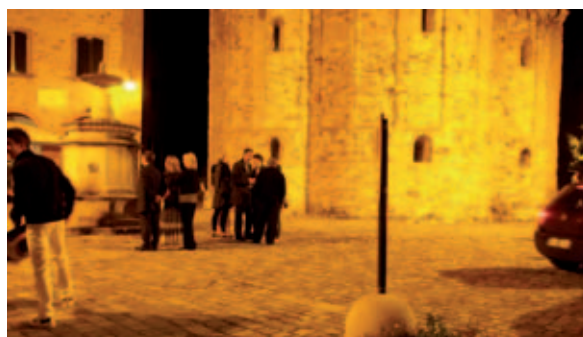
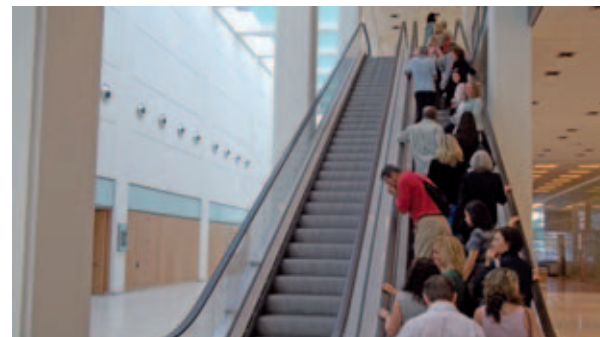
In the end, even if there had to be a regular winner, the real prize was the chance to explore the area and discover a series of possibilities hard to imagine before, and now more familiar. The locations and their different flavours are now no longer a secret for our guests, who have become our ambassadors abroad, and we hope they will illustrate and propose our offering to others. In fact, when you've enjoyed a positive experience, you're happy to come back, maybe with a crowd of friends. To find out whether the trip had been a success we first asked Kristy: "We had real fun during our brief but unforgettable stay in Rimini. You have a beautiful area to offer to your visitors! The new Palacongressi is magnificent and it is sure to be the icing on the cake!" And Caroline adds: "I really hope the new Palacongressi will be inaugurated soon: it's truly impressive and will definitely suit our requirements." And why not believe Victoria: "I hope that we will soon be able to work together. Thanks to all of you for your hospitality and for the enjoyable and educational Fam trip, organized in a highly professional and friendly way." And Michael: "My lasting impression of Rimini is that of an elegant, brilliant location with top-class conference and expo facilities and a perfect mix of cultural and recreational opportunities." Clifton was flattering too: "First of all I'd like to thank you so much for 4 wonderful days spent in Rimini. It was one of the best Fam Trips I have ever been on and your team is absolutely great. I had a load of fun and I shall certainly make Rimini one of MMCo's world destinations", and so was Andrea: "Everything went really well. Visiting the new Palacongressi was a thrilling experience. It's Rimini's meeting and convention showpiece".

Not one word of criticism? One or two, regarding some details that we are already working on.

Seats exclusively  
reserved for:

**Eve Arnold** - The International League of Dermatological Societies - ILDS  
**Andrea Barbieri Carones** - free lance journalist  
**Linda Elsdon** - JWA  
**Caroline Holebrook** - International Society for Affective Disorders  
**Heather Howard** - ISASS - The International Society for the Advancement of Spine Surgery

**Zari Islam** - Venue Find  
**Clifton McLeod** - MMCo World  
**Luciana Parkinson** - Heron Anstead Media Global Ltd  
**Kristy Radcliffe** - ISASS - The International Society for the Advancement of Spine Surgery  
**Michael Sloyan** - The World Business Fair & Conference  
**Victoria Tomsy** - Paragon Conventions



## Innovative nibbles and “grande bouffe” of technology à la carte

### Our events

## Nobel Biocare Symposium 2010

### Ingredients

High quality finishes in the Palacongressi di Rimini

- 1 plenary hall for dentists
- 1 room for dental technicians
- 2 rooms for master classes
- 1 room for video sessions
- 1 exhibition area
- 1 catering area

### Main dish

- high definition

### Method

A great theme tasting session, for refined palates and thus with close attention to certain key success factors.

The sector is specific and it is the sole subject of the event: congress manager Manuela Bobini, her assistant Martina Ciavatta, Nicola Bocchini, Ugo Baggiani and Flavio Migani of the event production team, all sporting chefs' hats, are confirming that the rooms are up to their expectations and that they are preparing for the test that requires special attention to every single attendee. Staging includes a special *mise en place*, arranged by our experts, which turns the main hall into a large and comfortable lounge area, which, for two days, becomes the home for our 1.200 guests.

The main dish consists of the technologies that will enable everyone to taste every detail of the proposals that the customer wishes to place on the table: so, high definition (full HD 16:9) in all the video projection rooms and logistics so that each course is savoured to the full. There's competition among those who come armed with the best and expectations are high for the tasting. On offer, nothing but top quality, closely scrutinized by all and sundry, both in terms of the form and of the professional know-how of those exhibiting their own preparations: we are there, standing by their side, making sure all the courses are brought to the table on time, so that they can be appreciated fully thanks to the tools and staging, perfect in every single detail.

Our team blends in with the customer's staff as

best as it can, giving tips, supporting them with its own experience, never trying to upstage the client or take over their areas of responsibility. Our job is to mix, measure out and enhance, not just to cook everything; we know how to do it, when required, but, more than anything else, we know how to work alongside other guest chefs in a mutual and highly satisfying exchange.

Our commitment, always and anyway, is total: in this specific case the quality is monitored and assessed and the best dish offered is duly recognized in a blaze of accolades and admiration.

In conclusion, a grand finale to relieve the effort and tension of the “contest” with a stress-busting recipe designed to refresh the spirit and bring the event to a sweet and light-hearted conclusion. The dinner in its entirety is important but it's the closing moments that leave an indelible mark: if positive, people will remember all the good work done, while a bad conclusion will blur even the best impressions. This is when, once again, we dip into our territory's inexhaustible resources by placing ourselves in the capable hands of comedian Giuseppe Giacobazzi, who brings the evening to a highly entertaining close, at Rimini's Grand Hotel.

Once the tables have been cleared and the kitchen has been left spotless, the staff glance at each other questioningly, waiting for the first one to sum up the day's performance: in addition to the diners' opinions, we are often our own severest critics and can be quite mean with our marks, firmly convinced that we will manage to do even better next time. Thanks to you.

### De Gustibus

- Q. In just a couple of words: which dominant flavour marked the conference?
- A. **A really exotic one: first you have doubts about it and worry that perhaps you've ordered the wrong dish. Then you try it and discover that you made the right choice after all.**
- Q. Full? In other words are you satisfied with the quality and quantity or would you have liked something more?

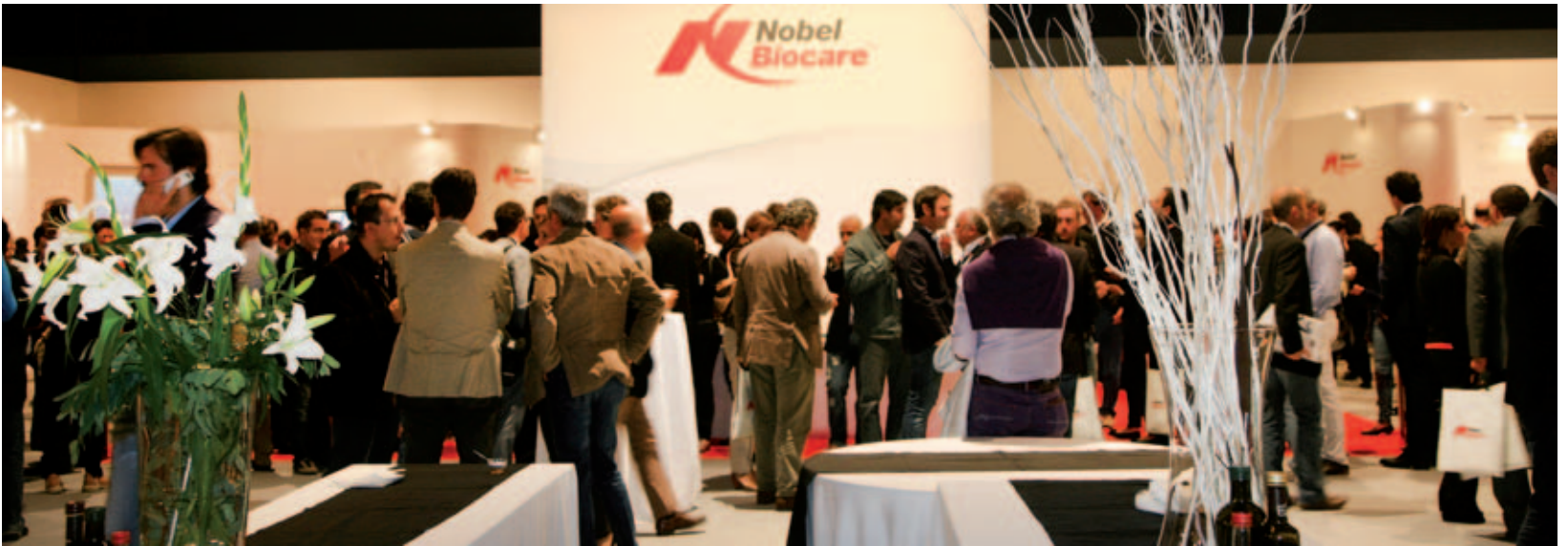
- A. **Pleasantly full: a balanced combination of the quality and quantity of the ingredients for a harmonious recipe that looked and tasted fantastic.**
- Q. And what about the service?
- A. **Practically impeccable.**
- Q. Any particularly memorable dish?
- A. **The one that best represented the perfect harmony between the setting, the staff, the way the dishes were presented and the well-coordinated menu.**
- Q. Before and after the meal: anything to remember?
- A. **Before: that frightening moment when they change the place where you are supposed to meet for lunch at the very last minute: you are afraid that if you don't get there in time the risotto will be overcooked!! After: a satisfying result and the compliments of our guests.**
- Q. And now to a painful subject: the bill.
- A. **Well, you can't really go to a top-class restaurant and expect the bill to be modest: what's important is that the quality/price ratio is right!**

### Closing remark

We would like to thank the “Nobel Biocare Symposium 2010 - Opportunities for training, exchanging ideas and socializing with others in the scientific community, 1-2 October 2010, for agreeing to this light-hearted but nonetheless serious account of our shared experience. Our special thanks also go to Alizia Trambaiolo, Event Manager Nobel Biocare, who volunteered to be the occasion's official “taster”.







## Fresh information delight in science sauce served with upgrades and new features straight from the oven.

### Our events

## 51<sup>st</sup> National S.I.N. (Italian Nephrology Society) Congress

### Ingredients

For the main course

Noble parts of the Palacongressi di Rimini:

- 1 large ripe plenary hall, 8-10 small parallel rooms
- 1 relaxation area in a light and airy exhibition space
- staging and services for 90 exhibitors and 1,500 diners
- painting tasting session

### Entrée

- accreditation area and electronic survey of CME credits

### Side dishes

- slide centre with lecture management software for 300 speakers
- graphics and communications required for correct table setting

### Method

Time, skills and team spirit. Before proceeding with the preparation of our meal, let's make sure that we have all of these three qualities in our team of expert chefs: Manuela Bobini, conference manager, her assistant Maria Angiola Cossa, Giorgio Palladino of the technical department and Ugo Baggiarini of the event production team will, as always, do their utmost, finding their way around saucepans and hobs. There is always a risk of turning out an insipid dish and sometimes even with good basic ingredients you can't guarantee perfectly balanced flavours. However, we have been asked for this particular recipe before, so we have specific experience in measuring out the ingredients and bringing them all together: and that same customer may well be so pleased with the service we provide, that he will be back with a similar request in the future, suggesting that on the streak of the past successful experience, he might like to be surprised again. We love a challenge and are always ready to rise to another; no self-respecting chef likes to churn out the same old recipes, so rest assured that we will be delighted to amaze our guests time and again. A lot of thought goes into preparing the menu on paper, discussing it with the customer as soon as it starts to take shape and then finally gaining the official approval that leaves no room for doubt. We will therefore know everything well in advance: the main details, the number of diners (1,500), the areas required and the date.

At last we are ready to roll. With reasonable notice, we prearrange the main ingredient: the plenary hall. First we clean it properly, removing any unwanted scraps, then we make sure that the access points are clear, that common areas and visitor flows are respected and that all the spaces for the agreed furnishings and fittings have been properly arranged. In this specific case, we were asked to provide a large area for some lateral tasting sessions. So, we prepare and equip 1,000 square metres in which to display the products that we know our customers are looking for and would like to try on the spot, with plenty of time and space to do so. In parallel and with the same method, the smaller rooms are prepared, respecting the features and prerogatives of each. In the meantime, we will have taken note of re-

quirements for the "side dishes" and entrusted someone with procuring the right, technologically fresh and fragrant ingredients: they will have to be delivered in good time and fit in with the perfect composition of the final dish in terms of balance and size. As regards to video projections, the speakers' lecture management network with direct links to the individual rooms, the video footage and technical lighting for the sets, the simultaneous translation service and electronic voting systems, rest assured that we have selected the very best. We insist on genuine products, original and reliable producers and we are on the lookout for the most advantageous price/quality ratio. Thanks to our numerous excellent local resources, we are also able to respect a healthy environmental policy inspired by the "Zero-Mile" concept.

Everything that can reasonably be prepared in advance must be done, so we can avoid the final rush. The evening before, everything needs to be ready, as if we were about to serve just a few minutes later; every item has to be tried, tasted and adjusted if the flavour is not quite right and then left to marinate overnight. The "dish" is then consumed over the next four days: at that stage, no major changes can be made, only a few small corrections here and there. Customers will often ask for a tiny alteration at the last minute, an additional place or an extra service, the result of a sudden whim. The team's job is not over until the last "diner" has left the premises: improvising, finding solutions to unexpected snags, dealing with objections and having the experience and the right contacts to cope with critical problems. The kitchens are a hive of activity, with the ovens fired and pots and pans always piping hot. We have learned not to scald ourselves, to handle boiling saucepans with care, not to let the plates get cold, to keep the waiters regularly supplied with the dishes to be brought to the tables. When it's all over and we are clearing up and already thinking ahead about the next meal, our satisfaction lies in the expression on the faces of satisfied customers who thank us, have appreciated our efforts and who have already decided that they'll come back again: they'll find the same kitchen and the same chefs but the menu is sure to be different, offering a new and even tastier experience.

### De Gustibus

- Q. In just a couple of words: which dominant flavour marked the conference?

A. **Intense and rounded.**

- Q. Full? In other words are you satisfied with the quality and quantity or would you have liked something more?

A. **A constant flow of different, balanced, fresh, appetizing, and light, dishes, in a welcoming and friendly atmosphere despite the wide spaces.**

- Q. And what about the service?

A. **An excellent blend of professionalism and courtesy.**

- Q. Any particularly memorable dish?

A. **We were really spoilt for choice with so many delicacies.**

- Q. Before and after the meal: anything to remember?

A. **The shock of a change of restaurant just a few days before the event but then so many compliments at the end of the gathering.**

- Q. And now a painful subject: the bill.

A. **A good quality/price ratio.**

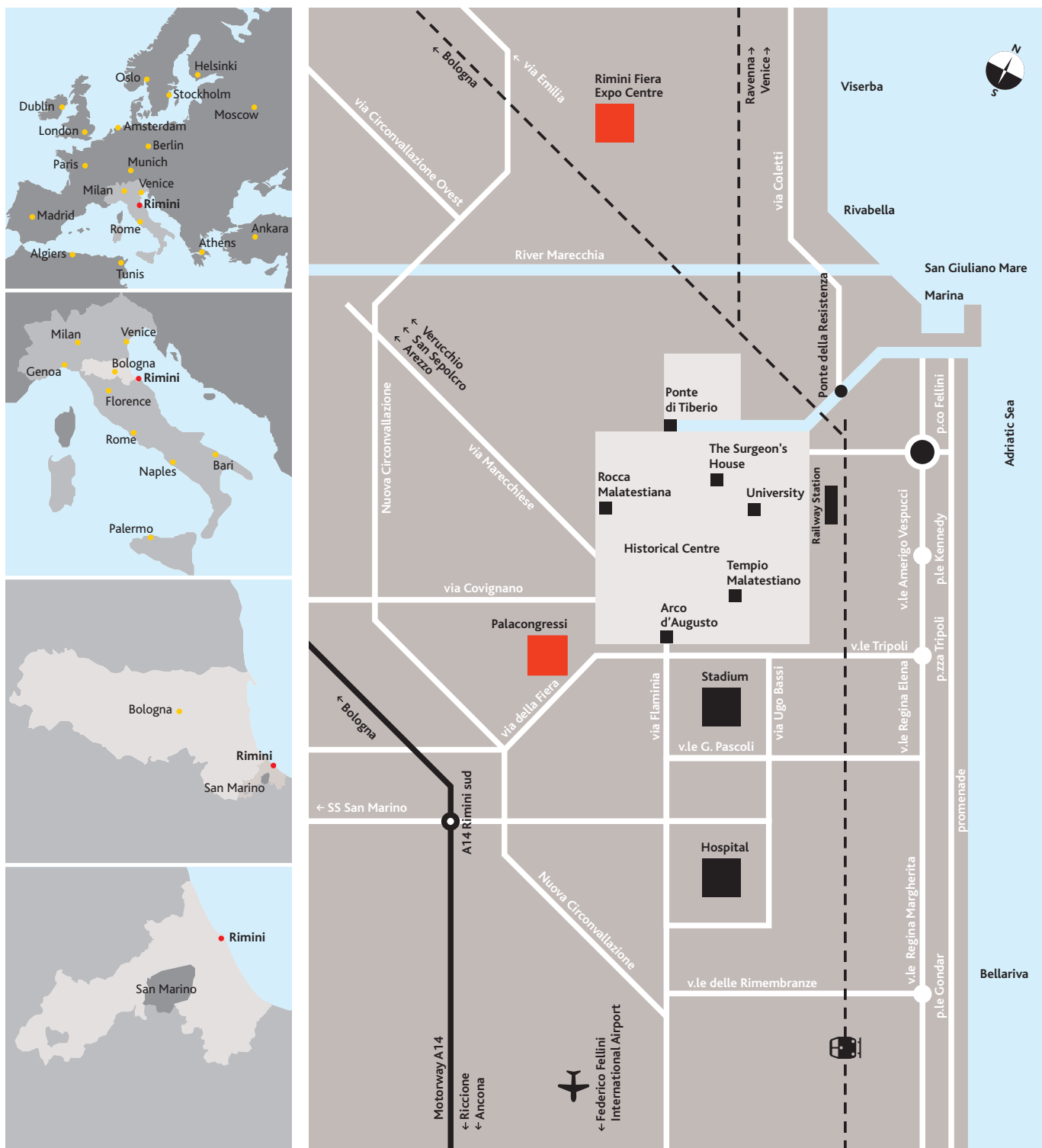
### Closing remark

We would like to thank the **51<sup>st</sup> National S.I.N. (Italian Nephrology Society) Congress, 6-9 October 2010**, for agreeing to this light-hearted but nonetheless serious account of our shared experience. Our special thanks also go to **Dr. Leonardo Cagnoli**, Director of the Dept. of Nephrology and Dialysis c/o Rimini Infermi Hospital, Chairman of the Local Organising Committee of the congress, who volunteered to be the occasion's official "taster".





## How to get here



Rimini and its Riviera are at 1 hour's drive from Bologna, 2 hours from Florence, 4 from Rome and 3 from Milan. The motorway and railway network also provides convenient links with the rest of Italy.

Paris is 1,200 km away, Brussels 1,500, Vienna less than 900. Two international airports, those of Rimini and Bologna, guarantee links with numerous Italian and foreign destinations.

### By air

Rimini-San Marino's "Federico Fellini" airport, just a few minutes' drive from the hotels and conference centres, is served by national and international links. One hour away, Bologna's "Guglielmo Marconi" airport, which can also be reached by means of shuttle buses available on request during events and congresses, ensures

daily links with numerous Italian and international destinations.

### By car

The motorway network links Rimini with the rest of Italy. The A14 motorway connects it with Bologna and Milan to the north and with Bari to the south. The A14 quickly joins the A1 in the direction of Florence, Rome and Naples, while the A4 goes to Venice and the A22 heads for the Brenner pass.

There are four motorway exits: two for Rimini, one for Riccione and one for Cattolica.

### By train

The railway network conveniently links the Rimini area with the whole of Italy. It only takes 1 hour to reach Bologna, 2 to Florence, less than 3 to Milan, 4 to Rome.

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